U.S. Census Bureau

Chicago Region

Ellisa Johnson, Area Regional Census Manager

MN
MI
WI
Chicago Regional Census Center
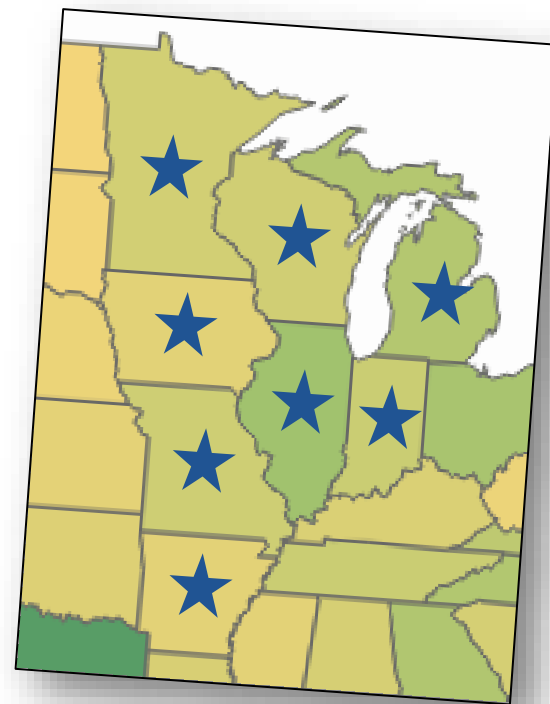IA
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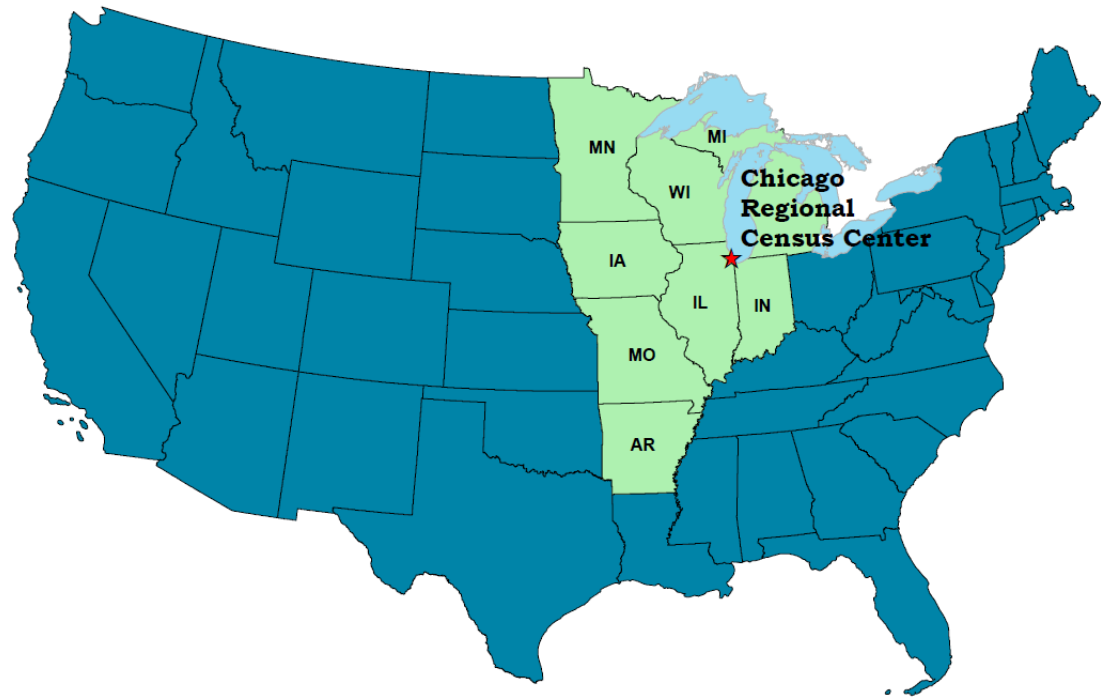
The Chicago Region

The Chicago Regional Office is responsible for **all data collection, data dissemination, and geographic operations** under the current service area boundaries.

The Detroit and Kansas City Regional Offices closed in late 2012 and transferred responsibility for specific states to the Chicago Region.

States within the Chicago Region's service area include: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.

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The Decennial Census

Purpose

To conduct a census of population and housing and disseminate the results to the President, the states, and the public

Primary Uses of Decennial Census Data

- Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:
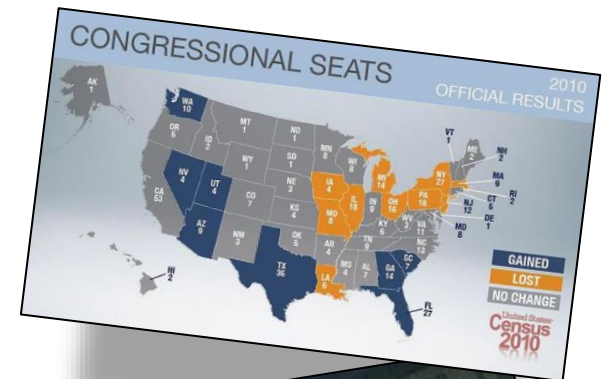
Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers … The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

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The Decennial Census

Primary Uses of Decennial Census Data

- Draw congressional and state legislative districts, school districts, and voting precincts

- Distribute more than $675 billion in federal funding to states

- Inform federal, tribal, state, and local government planning decisions

- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

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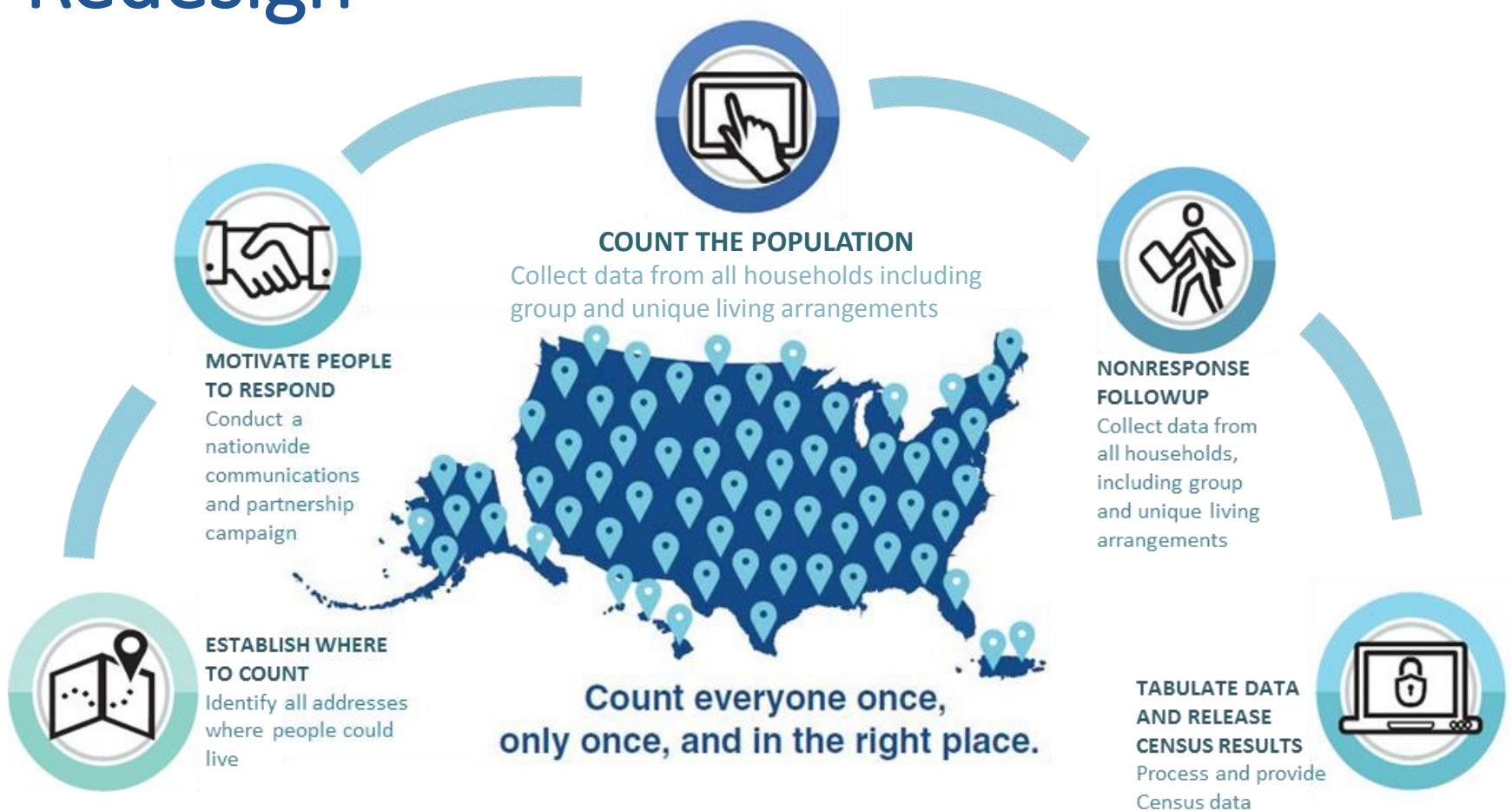# Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
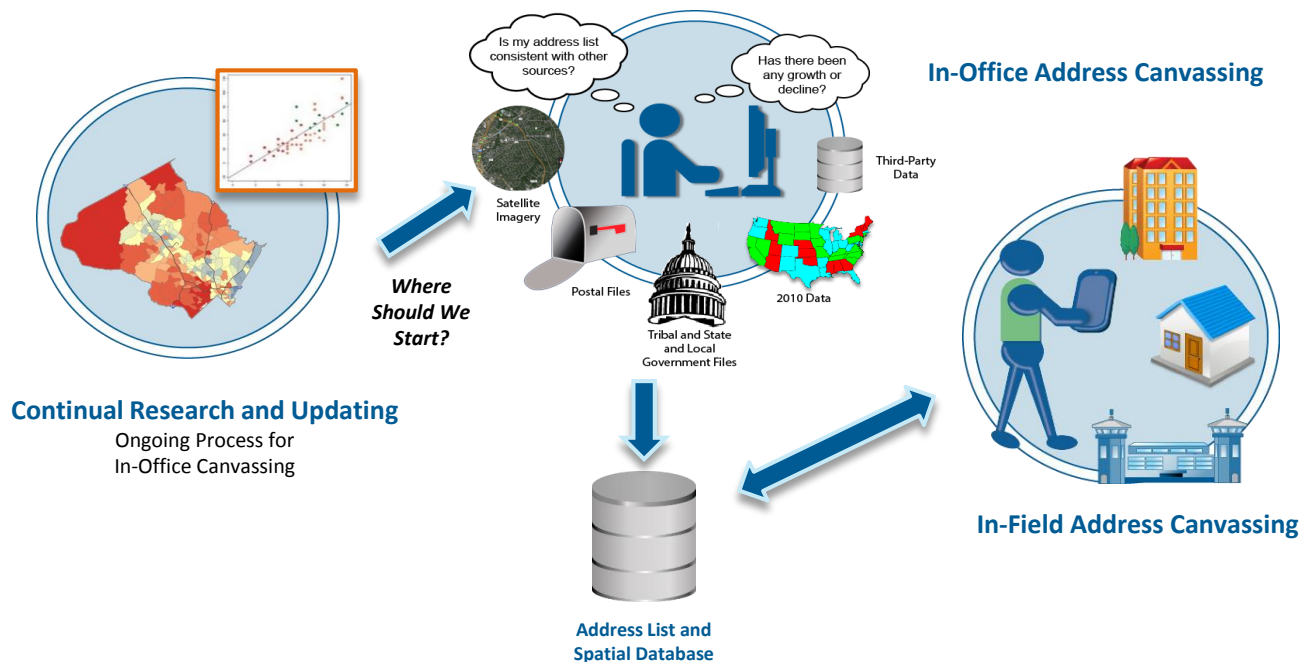
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Redesign

COUNT THE POPULATION
Collect data from all households including group and unique living arrangements

MOTIVATE PEOPLE TO RESPOND
Conduct a nationwide communications and partnership campaign

NONRESPONSE FOLLOWUP
Collect data from all households, including group and unique living arrangements

ESTABLISH WHERE TO COUNT
Identify all addresses where people could live

Count everyone once, only once, and in the right place.

TABULATE DATA AND RELEASE CENSUS RESULTS
Process and provide Census data

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Establish Where to Count

Reengineering Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.

In-Office Address Canvassing

Satellite Imagery

Third-Party Data

Postal Files

2010 Data

Tribal and State and Local Government Files

Where Should We Start?

Continual Research and Updating
Ongoing Process for In-Office Canvassing

Address List and Spatial Database

In-Field Address Canvassing

Is my address list consistent with other sources?

Has there been any growth or decline?

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Making It Easier to Respond

Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.

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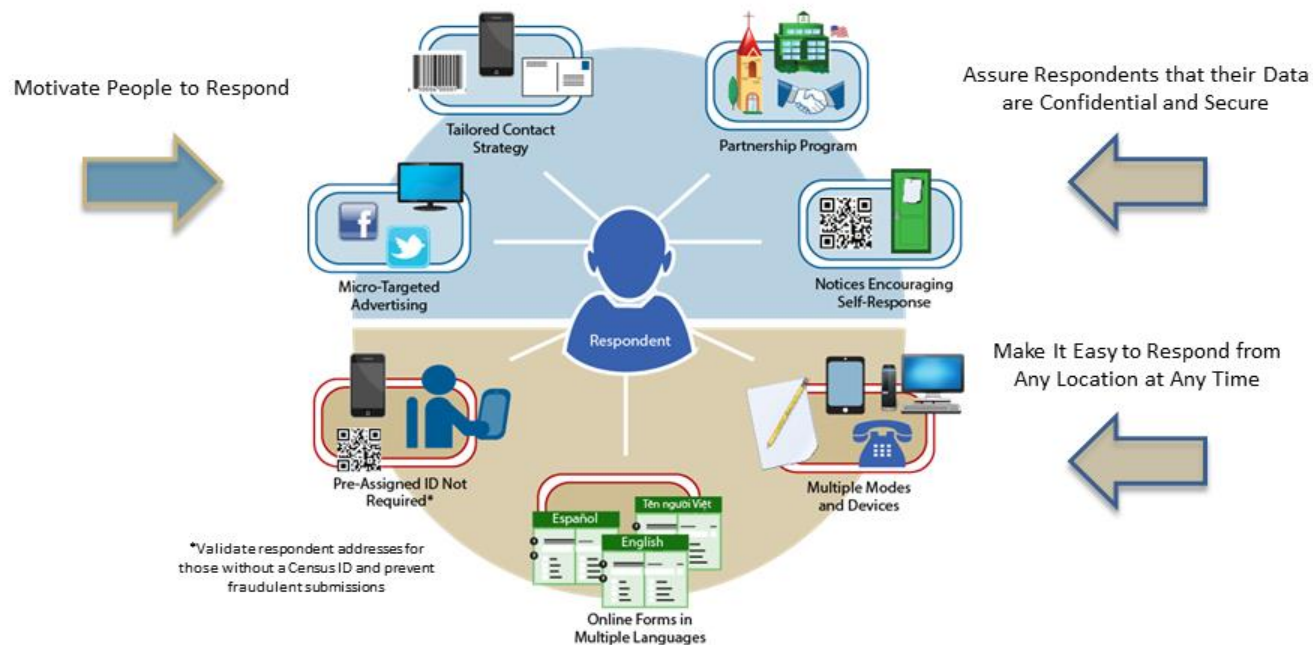
Re-Engineering Field Operations

Use Technology To Efficiently and Effectively Manage 2020 Census Field Work

Streamlined Office and Staffing Structure

Area Manager of Operations

Census Field Managers

Census Field Supervisors
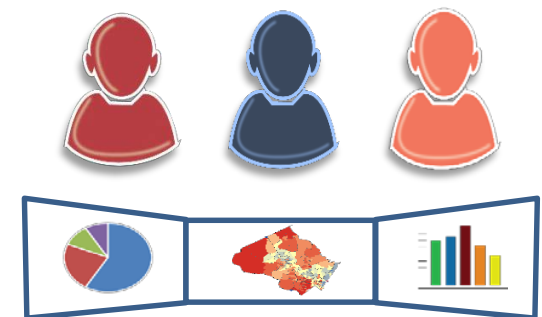
Listers & Enumerators
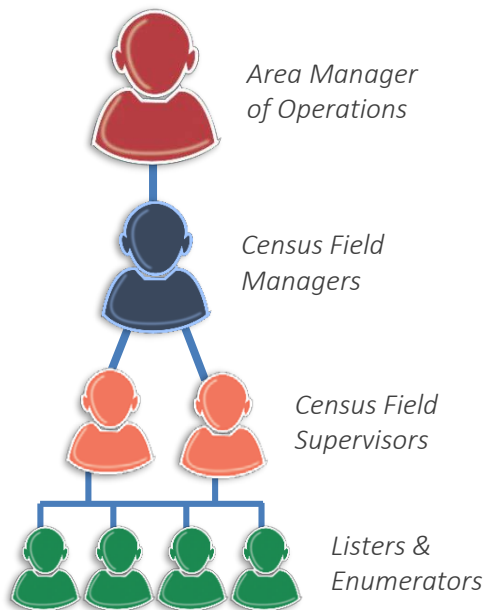
Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
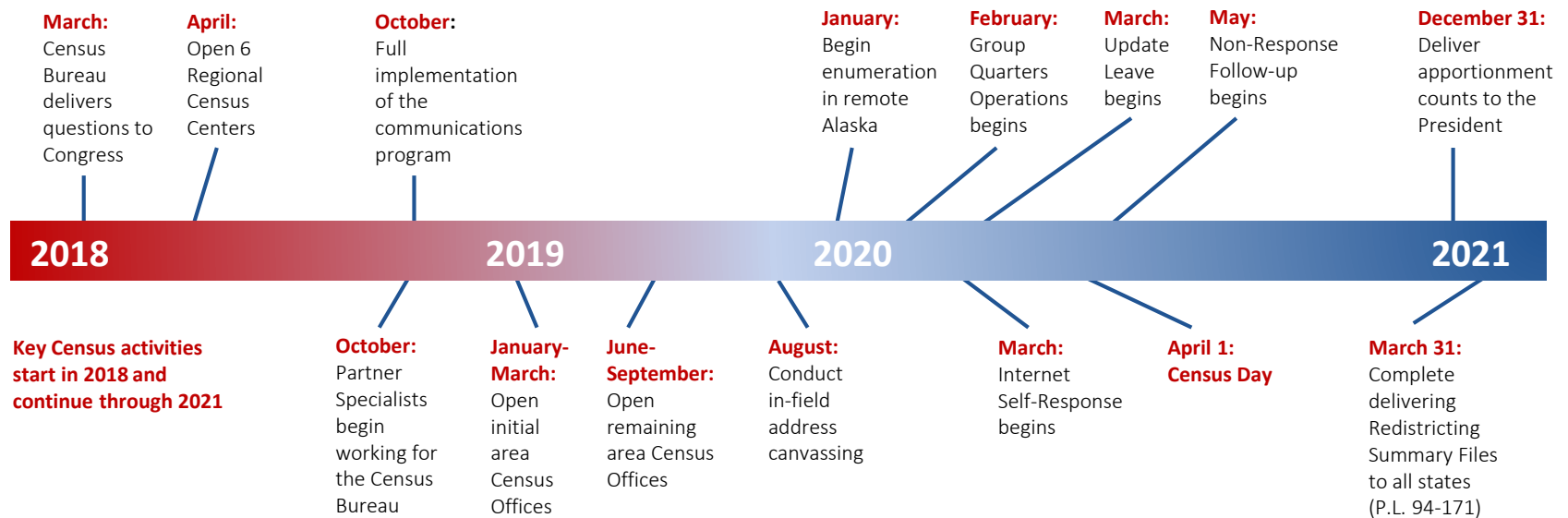- Reduced paper and manual processing
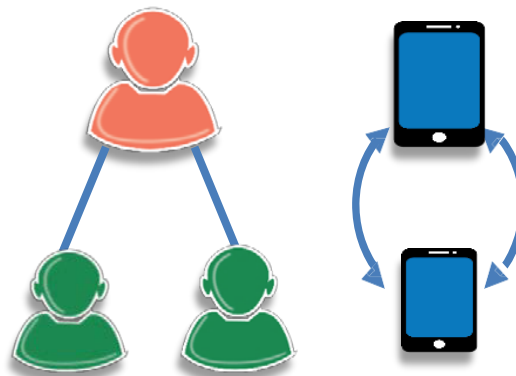
Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications

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2020 Census

Operational Timeline

The Road to 2020

March: Census Bureau delivers questions to Congress

April: Open 6 Regional Census Centers

October: Full implementation of the communications program

January: Begin enumeration in remote Alaska

February: Group Quarters Operations begins

March: Update Leave begins

May: Non-Response Follow-up begins

December 31: Deliver apportionment counts to the President

2018   **2019**   **2020**   **2021**

Key Census activities start in 2018 and continue through 2021

October: Partner Specialists begin working for the Census Bureau

January-March: Open initial area Census Offices

June-September: Open remaining area Census Offices

August: Conduct in-field address canvassing

March: Internet Self-Response begins

April 1: Census Day

March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

Integrated Partnership & Communications

The **Integrated Partnership and Communications Operation** communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

- Engage and motivate people to self-respond, preferably via the internet

- Raise and keep awareness high throughout the entire 2020 Census to encourage response

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Integrated Partnership & Communications

National Partners

- Nationwide partnerships
- Industry and civil sector national organizations as trusted voices
- Census Solutions Workshops and Toolkit

Local Partners

- On-the-ground partnerships in local communities
- Community-based Organizations (CBOs) and local community leaders as trusted voices
- Focuses on low-response areas
- Mapping Tools for Hard-to-Count

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Goal of the Partnership Program

Work with local partners to **Engage, Educate and Encourage** participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

The Census Bureau does this through partnerships with:

- Tribal Governments
- State Governments
- County and Municipal Governments
- Community Organizations
- Faith-based Institutions
- Schools/Colleges
- Businesses
- Local Media

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The Purpose of a CCC

- Assist Census Bureau to meet the goal of a timely, accurate and cost-effective census count.

- Act as 2020 Census Champions

- Provide "trusted voices" as Census Ambassadors.

- Assist Census Bureau to meet the goal of a timely, accurate and cost-effective census count.

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Partnerships at the Highest Level

Complete Counts groups may be codified and grounded in law or established by ordinance or created by executive order or proclamation.
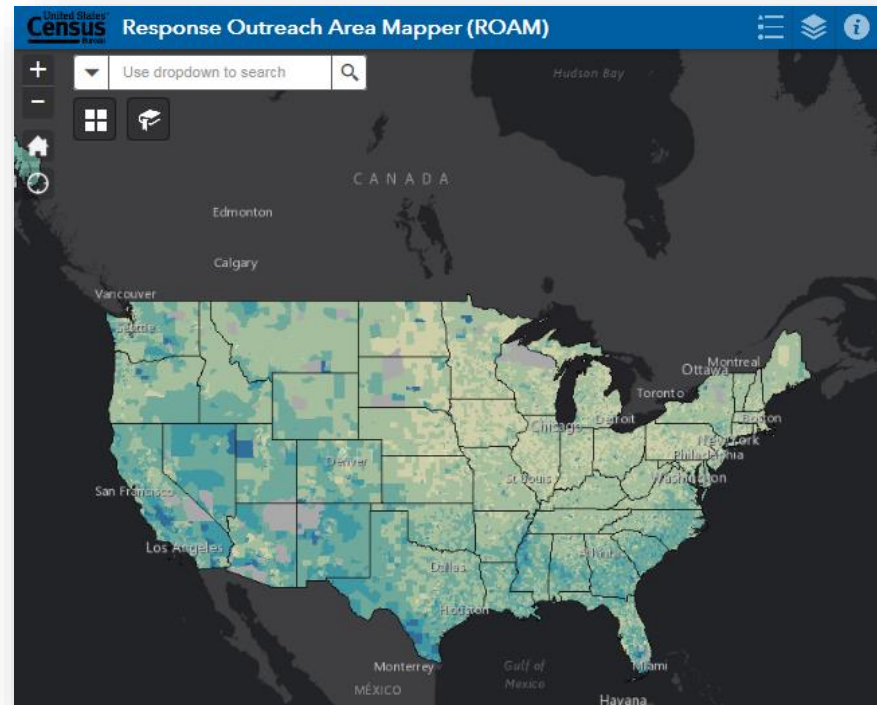
Get to Know Your Community

Response Outreach Area Mapper (ROAM)

Mapping Tools

Interactive data tools to better understand the demographic composition and characteristics of the communities you work with and represent.

Census.gov/roam

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Recruiting and Hiring Timeline

Summer 2018	2018	Fall 2018	Spring 2019	2019
Hiring starts in 2018 for **Area Census Office (ACO) Management**	Hiring **Regional Census Support Staff**	Recruiting and Hiring for **Area Census Office Positions**	Recruiting and Hiring for **ACO Field and Office Operations**	Continuous Recruiting and Hiring to **Support Field and Office Operations**
• IT Managers • Recruiting Managers	• Partnership Specialists • Regional Technicians	• Administrative Managers • Area Census Office Managers • Lead Census Field Managers • Recruiting Assistants	• Clerks • Office Operations Supervisors • Census Field Managers • Census Field Supervisors • Enumerators/Listers	• Clerks • Enumerators/Listers • Recruiting Assistants

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Get Involved

What you can do now?

- **Sign-Up and join our email list**
- Host a Census Solutions Workshop
- Establish or join a Complete Count Committee
- Share content about Census online—blogs, news stories, social media, websites
- Help recruit for 2020 Census jobs
- Use our mapping tools to identify your hard-to-count areas
- Participate in training opportunities— Data Dissemination Workshops or talk to a data expert **1-844-ASK-DATA**
- Tune-in to our quarterly Program Management Reviews (PMRs)

census.gov/partners

2020 Census

Connect With Us

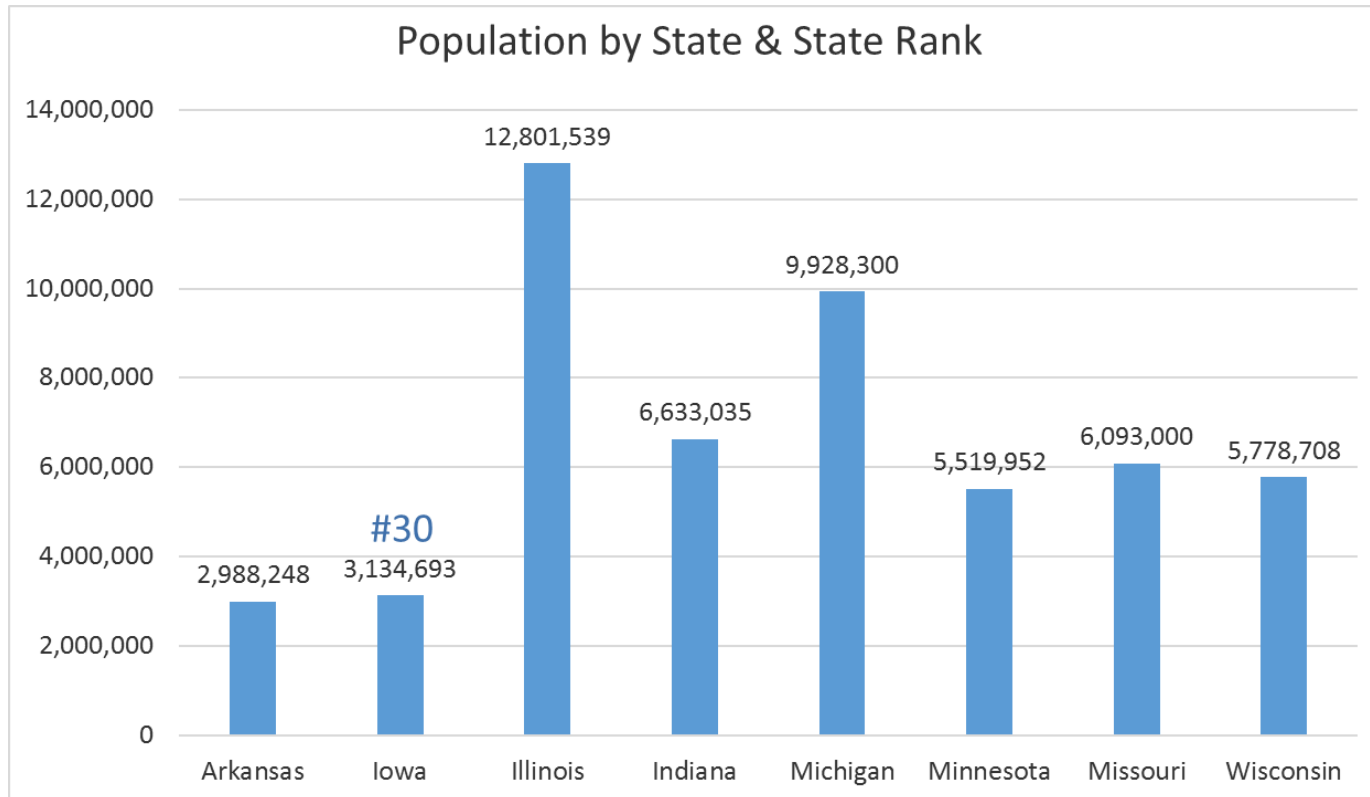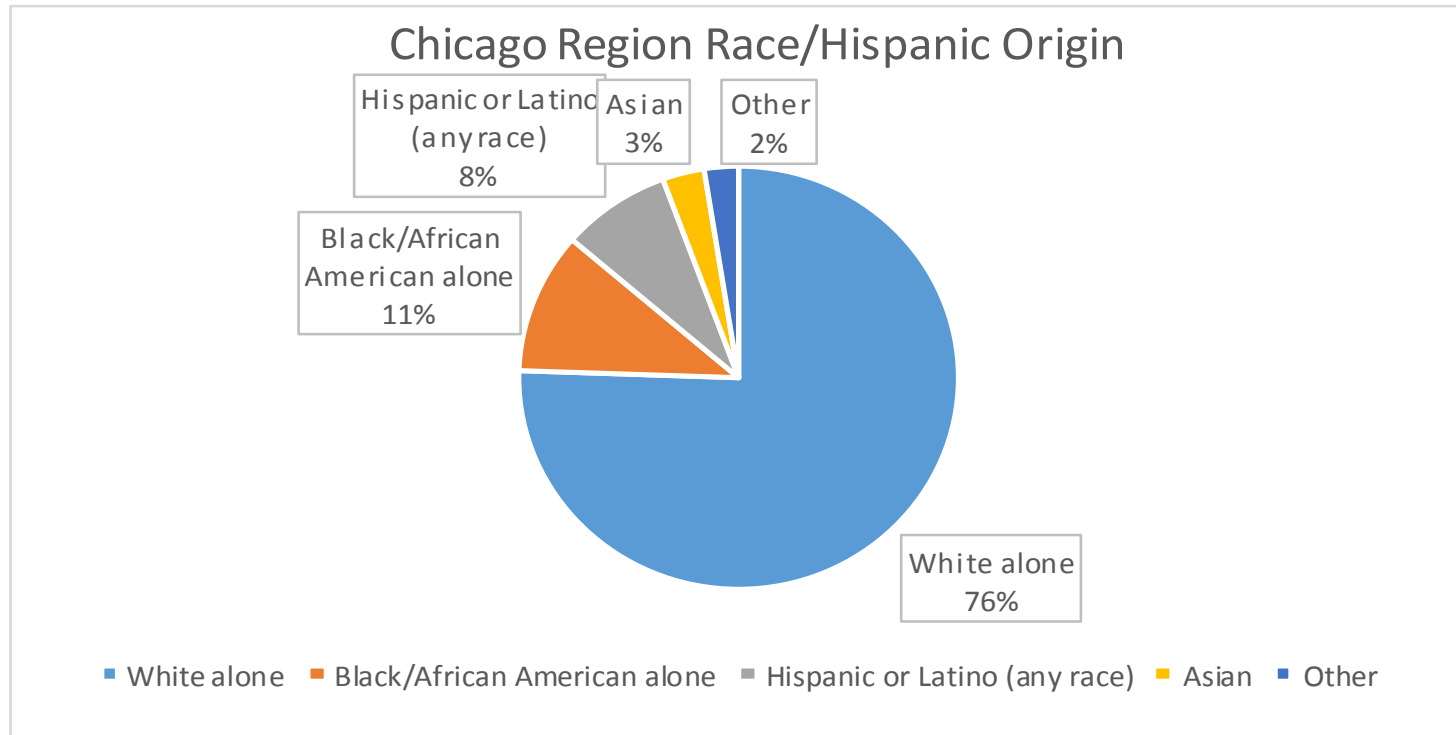|	
2020 Census Homepage	census.gov/2020Census
Census Alerts	public.govdelivery.com/accounts/USCENSUS/subscriber/new
2020 Census Memorandum Series	census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html
American Community Survey	census.gov/programs-surveys/acs/
Census Jobs	2020census.gov/jobs
	census.gov/about/regions/chicago/jobs/all.html
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Resource Slides

Diversity

Chicago Region Race/Hispanic Origin

Hispanic or Latino (any race) 8%

Asian 3%

Other 2%

Black/African American alone 11%

White alone 76%

■ White alone ■ Black/African American alone ■ Hispanic or Latino (any race) ■ Asian ■ Other

Challenges

- **Cook County**
  Large urban areas with locked gates

- **High Crime Rates**
  Chicago, Little Rock, Milwaukee, and Indianapolis

- **High Rises**
  Chicago, Kansas City, Milwaukee, Indianapolis, Minneapolis

- **Densely Populated**
  Chicago, and Milwaukee

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Additional Challenges

- Traffic

- Distrust of Strangers

- Languages

- Open Carrier Laws (Guns)

- Fear of Working in Certain Areas

- Open Carrier Laws (Guns)

- Accommodation Request

- Militia groups in the Detroit Metro Area

Challenges

- **Traffic**
  Chicago always traffic, difficult to locate parking

- **Distrust of Strangers**
  Our entire region, especially, in the ethnic communities

- **Languages**
  Spanish, Arabic, Cantonese, Mandarin, Tagalog, Russian, Polish

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Additional Challenges

- Fear of Working in Certain Areas

- More Assaults

- Harassment

- Open Carrier Laws (Guns)

- Accommodation Request

- Cold Weather

- Snow

- Militia groups in the Detroit Metro Area
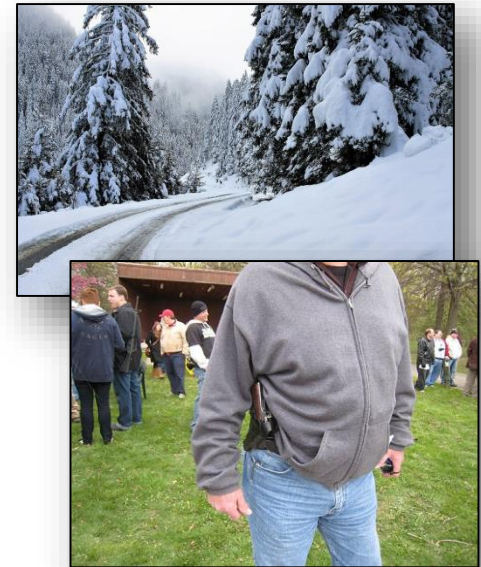
Additional Challenges

- Low unemployment across our SSFAs

- FSs that are considering retiring

- Competing with Decennial for FRs

- Attrition rate-FRs retiring, or resigning

- The climate that we are in is anti-Government

- Weather in the Midwest during the winter months

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